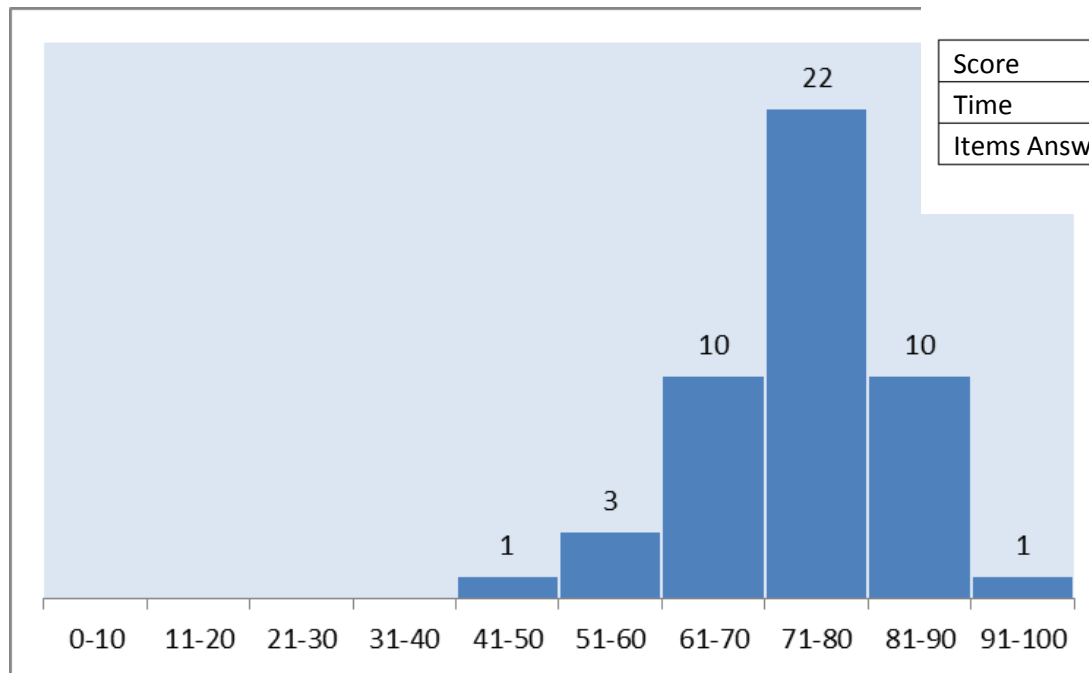




# 11-12 State Results

## Graphic Design

47 Participants



	Min	Max	Mean
Score	43	91	73.66
Time	0:18:31	0:45:31	00:30:20
Items Answered	98	100	99.81

**Average Score: 74**  
**Cut Score: 65**  
**Pass percentage: 83%**

**Assessment: Graphic Design**  
**Number tested:47**

<b>Content Standards, Performance Standards, Indicators</b>	<b>NV State Averages</b>
1) CONTENT STANDARD 1.0 : DEMONSTRATE KNOWLEDGE OF THE GRAPHICS INDUSTRY	71.39%
1) PERFORMANCE STANDARD 1.1 : DEMONSTRATE KNOWLEDGE OF THE HISTORY OF THE GRAPHIC DESIGN FIELD	43.26%
2) 1.1.2 Describe past, present, and future styles in the graphic design field	51.06%
3) 1.1.3 Identify art movements that impacted graphic design	51.06%
4) 1.1.4 Describe the importance of graphic designs influence on society	27.66%
2) PERFORMANCE STANDARD 1.2 : COMMUNICATE IDEAS USING APPROPRIATE INDUSTRY TERMINOLOGY	85.46%
1) 1.2.1 Formulate written and verbal communications using industry standard terms	92.20%
2) 1.2.2 Prepare and deliver a visual presentation utilizing appropriate industry terminology	78.72%
2) CONTENT STANDARD 2.0 : APPLY ELEMENTS AND PRINCIPLES OF DESIGN TO COMMUNICATE VISUALLY	65.28%
1) PERFORMANCE STANDARD 2.1 : IDENTIFY AND APPLY THE ELEMENTS OF DESIGN	63.44%
1) 2.1.1 Identify the applications of color, line, shape, texture, size, and value in samples of graphic work	77.30%
2) 2.1.2 Analyze the use of color, line, shape, texture, size, and value in samples of graphic work	51.06%
3) 2.1.3 Incorporate color, line, shape, texture, size, and value in student-generated graphic work	95.74%
4) 2.1.4 Demonstrate the elements of design through manual sketching	12.77%
5) 2.1.5 Demonstrate the elements of design through digital sketching	23.40%
2) PERFORMANCE STANDARD 2.2 : IDENTIFY AND APPLY THE PRINCIPLES OF DESIGN	69.41%
1) 2.2.1 Analyze the principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works.	74.47%
2) 2.2.2 Incorporate principles of balance, contrast, alignment, rhythm, repetition, movement, harmony, emphasis, and unity in samples of graphic works.	70.21%
3) 2.2.3 Demonstrate the principles of design through various drawing techniques.	51.06%
3) PERFORMANCE STANDARD 2.3 : IDENTIFY AND APPLY THE PRINCIPLES OF TYPOGRAPHY	62.55%
1) 2.3.1 Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)	64.68%
2) 2.3.2 Apply and adjust formatting to type	69.15%
3) 2.3.3 Construct graphic works utilizing and manipulating type	54.61%
4) PERFORMANCE STANDARD 2.4 : APPLY PRINCIPLES AND ELEMENTS OF DESIGN TO LAYOUT	66.24%
1) 2.4.1 Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works	70.21%
2) 2.4.2 Create graphic works utilizing grids	75.53%
3) 2.4.3 Create graphic works utilizing templates	29.79%
4) 2.4.4 Demonstrate layout skills for print collaterals (i.e., business cards, newspapers, packaging, etc.)	100.00%
5) 2.4.5 Demonstrate layout skills for digital media	36.17%
6) 2.4.6 Explain the importance of consistency of design	66.67%
7) 2.4.7 Explain the importance of usability	68.09%
8) 2.4.8 Explain the importance of core messaging	80.85%
9) 2.4.9 Apply measurement tools and ratio analysis to image positioning in graphic works	80.85%
3) CONTENT STANDARD 3.0 : DEMONSTRATE KNOWLEDGE OF THE KEY ASPECTS OF PRODUCTION USING INDUSTRY STANDARD SOFTWARE	81.02%
1) PERFORMANCE STANDARD 3.1 : DEMONSTRATE KNOWLEDGE OF CONCEPT DEVELOPMENT	78.72%
1) 3.1.1 Generate project ideas through the use of thumbnails, roughs, mock-ups, wireframes, etc.	55.32%
2) 3.1.2 Create a storyboard for a project	90.43%
2) PERFORMANCE STANDARD 3.2 : DEMONSTRATE KNOWLEDGE OF IMAGE CREATION AND MANIPULATION	83.40%
1) 3.2.1 Analyze differences and appropriate applications of vector-based and bitmap images	79.43%
2) 3.2.2 Use a variety of input devices to import photos, images, and other content	82.98%
3) 3.2.3 Incorporate the use of image manipulation and illustration software into final products	87.47%
4) 3.2.4 Apply nondestructive image editing techniques such as layering and masking	72.34%
5) 3.2.5 Practice using different selection tools and techniques to manipulate images	78.01%
6) 3.2.6 Practice in-camera composition and cropping	97.87%
3) PERFORMANCE STANDARD 3.3 : DEMONSTRATE APPLICATIONS OF MEDIA OUTPUTS.	75.08%
1) 3.3.1 Use appropriate resolution, compression, and file formats for various media outputs including web, video, and print	75.74%
2) 3.3.2 Incorporate appropriate color modes in graphic works including but not limited to RGB and CMYK	73.40%
4) PERFORMANCE STANDARD 3.4 : DEMONSTRATE KNOWLEDGE OF THE GRAPHIC DESIGN WORKFLOW TO INCREASE SUCCESS AND PRODUCTIVITY	87.23%
2) 3.4.2 Synthesize information collected from communications with various stakeholders	89.36%
3) 3.4.3 Describe project management	91.49%
4) 3.4.4 Create projects that define core message	80.85%
5) PERFORMANCE STANDARD 3.5 : IDENTIFY AND APPLY THE DESIGN PROCESS	77.66%
1) 3.5.1 Explain the design process	80.85%
2) 3.5.2 Apply the design process to generate graphic works	74.47%

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Content Standards, Performance Standards, Indicators	NV State Averages
6) PERFORMANCE STANDARD 3.6 : DEMONSTRATE KNOWLEDGE OF BRANDING AND CORPORATE IDENTITY	75.53%
1) 3.6.1 Analyze branding and corporate identity, its purpose and constituents	59.57%
2) 3.6.2 Create a visual that contains all the richness of the brand	91.49%
4) CONTENT STANDARD 4.0 : DEMONSTRATE KNOWLDEGE OF ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN	81.82%
1) PERFORMANCE STANDARD 4.1 : DEMONSTRATE KNOWLEDGE OF COPYRIGHT AND INTELLECTUAL PROPERTY LAW	80.24%
1) 4.1.1 Research laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing	84.04%
2) 4.1.2 Research laws governing brand issues, trademark, and other proprietary rights	78.72%
3) 4.1.3 Discuss consequences of violating copyright, privacy, and data security laws	65.96%
5) 4.1.5 Model fair use in production of graphic works	85.11%
2) PERFORMANCE STANDARD 4.2 : DEMONSTRATE ETHICAL BEHAVIOR AS IT RELATES TO THE INDUSTRY	84.57%
2) 4.2.2 Research the purpose of non-disclosure agreements (NDA)	63.83%
3) 4.2.3 Incorporate cultural sensitivity and diversity awareness into the design process	85.11%
4) 4.2.4 Debate legal versus ethical behaviors	93.62%
5) 4.2.5 Incorporate ethical behaviors in graphic projects	95.74%
5) CONTENT STANDARD 5.0 : CREATE AND MAINTAIN A PERSONAL PORTFOLIO	85.11%
1) PERFORMANCE STANDARD 5.1 : CREATE AND MAINTAIN A PERSONAL PORTFOLIO	85.11%
1) 5.1.1 Research and compare the various types of personal portfolios	85.11%